





Flow

8449 '00 AUG 18 P3:28

FLOW INTERNATIONAL CORPORATION

23500 - 64th Avenue South

Kent, Washington 98032

Telephone (253) 850-3500

Facsimile (253) 813-3280

www.flowcorp.com

## FACSIMILE COVER SHEET

SEND TO: Ms. Francis TurnerCO./FAX NO.: FDA Dockets Management Office (301) 827-6870FROM: Camille RoskampDATE: August 18, 2000TOTAL PAGES (INCLUDING COVER SHEET): 1

## MESSAGE:

Dear Ms. Turner:

Per our conversation today, Flow International Corporation grants permission to the FDA Dockets Management Office to release the confidential information contained in tabs three, four and five of the presentation submitted by Dr. Edmund Ting. This release does not cover the video that was also submitted with the presentation, which you said would be returned to Flow International.

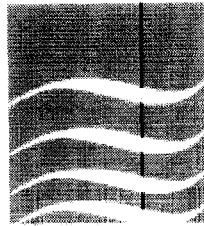
If you have any questions please do not hesitate to call me at (253) 813-3369.

Regards,

Camille J. Roskamp for  
Dr. Edmund Ting  
Flow International Corporation



This facsimile contains confidential, privileged information intended only for the individual or entity to whom it is addressed. Do not read, copy or disseminate this information unless you are the addressee (or the person responsible for delivering it). If you have received this communication in error, please call us immediately at (800) 962-8576, and return the original message to Flow International Corporation, Post Office Box 97040, Kent, Washington 98064, via the postal service. Thank you.



F l o w

**High-Pressure Food Safety Technology**

# **Consumer Interviews**

**Report**

**Prepared For:  
FLOW INTERNATIONAL**

**Presented By:**



T R D   F R A M E W O R K S

**June 2000**

**CONFIDENTIAL**

# Table Of Contents

|             | <u>Page</u> |
|-------------|-------------|
| Background  | 2           |
| Objectives  | 3           |
| Methodology | 4           |
| Conclusions | 5           |

CONFIDENTIAL

# Background

**FLOW INTERNATIONAL (FLOW)** has developed a proprietary technology called Fresher Under Pressure® designed to help make fresh, prepared foods safer to eat and drink. This food preparation technology uses a low-temperature, high-pressure water system to destroy harmful bacteria. Unlike pasteurization or other heat processes, foods prepared using Fresher Under Pressure® maintain their natural color, fresh taste, quality, vitamin and mineral content. No chemical preservatives need to be added to extend the shelf life of foods in the refrigerator.

In order to develop a marketing and communication plan for this technology, **FLOW** needs to fully explore the concept with key target groups, including consumers, who are the focus of this report.

CONFIDENTIAL

# Objectives

- ◆ The overall purpose of this study is to measure consumer reactions to the Fresher Under Pressure® system to help guide the development of a marketing and communications plan targeted to end consumers.
- ◆ Specific objectives of this research include:
  - Explore attitudes and expectations regarding food safety for prepared, perishable foods found in refrigerator sections of the grocery store
  - Expose consumers to a statement describing Fresher Under Pressure® technology to gain feedback
  - Identify expectations associated with foods prepared using the Fresher Under Pressure® system
  - Determine the level of consumer acceptance
  - Uncover potential barriers to consumer acceptance
  - Better understand the language consumers use when identifying the benefits associated with Fresher Under Pressure®
  - Determine consumer willingness to pay more for products prepared using the Fresher Under Pressure® system

# Methodology

- ◆ Technique: Telephone Interviews
- ◆ Interview Length: 15 Minutes
- ◆ Interview Dates: May 9-20, 2000
- ◆ Sample Size: A total of 500 interviews were conducted nationwide.
- ◆ Sample Source: Random nationwide sample provided by Survey Sampling, Inc.
- ◆ Respondent Qualifications:
  - Age 18 or older
  - Primary shopper or share in the responsibility of buying household groceries
  - Have purchased at least one of 10 food or juice items in the past month that are measured in the survey and are typically found in a refrigerator section of the grocery store
  - Self or household member not currently employed by a marketing research firm, advertising agency, public relations firm, or by a grower, wholesaler, retailer or distributor of food. **CONFIDENTIAL**

# Conclusions

## Food Safety Perceptions And Expectations

- ◆ Consumers tend to rely primarily on date coding to determine whether a perishable food is safe to consume. Once they check the date, about half also rely on “visual” cues such as color, smell, or an intact “seal.”
- ◆ Aside from the FDA and USDA, most consumers can’t name an organization they trust for food safety information.
- ◆ Rather than relying on food manufacturers, consumers place a high level of confidence in the stores where they shop most to ensure food safety.
- ◆ Factors relating to guaranteed safety, overall food quality and shelf life are all considered key factors for perishable foods.
- ◆ Consumers respond most positively to the terms “pasteurized,” “fresh frozen” and “vacuum sealed;” most likely because they are familiar with the words, and have positive experience with foods using these technologies.

CONFIDENTIAL



# Conclusions *(continued)*

## Fresher Under Pressure® Reactions

- ◆ Reaction to the Fresher Under Pressure® concept is very positive, with 70% of consumers rating it a 6 or a 7 on a 1-7 scale.
- ◆ For foods prepared using Fresher Under Pressure®, food safety and overall quality continue to be viewed as key criteria for perishable foods.
  - The “importance gap” shows that benefits emphasized in the concept statement such as “retains vitamins/minerals” and “no preservatives” become more important after exposure to the concept.
- ◆ For consumers, the key benefit of the Fresher Under Pressure® system is its ability to keep food safe while maintaining original product quality.
- ◆ There are few barriers or negatives associated with the technology, and four in ten find nothing “hard to believe” about the concept. There is some confusion about how it works and a few consumers who are generally skeptical, but most consumers with issues would simply like to learn more about the process.
- ◆ Consumers are mixed in their reaction to the name “Fresher Under Pressure®,” though only 22% say they would definitely change it. Dislikes focus on the “Pressure” part of the name, as it has negative connotations (heat, stress) for some.

**CONFIDENTIAL**

## Conclusions *(continued)*

- ◆ Almost all (91%) respondents say creating a special label for Fresher Under Pressure® is important. Most say the label should focus on “exactly how it works” and the key benefits of the technology.
- ◆ Two-thirds (65%) say they would “definitely” or “probably” buy foods using the Fresher Under Pressure® system.
  - The vast majority (83%) say they would buy if the price was the same.
  - Seven in ten (71%) say they would buy if it was more expensive, but about half say it “depends how much more expensive.”
  - When given a product they normally buy for \$1.99 as reference, half (52%) would be willing to pay up to \$.74 more for the same product using Fresher Under Pressure®.

CONFIDENTIAL